

ORDER

KSNV

Orders
Order / Rev: 107060
Alt Order #: 06856018
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 400
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Romney for President *Revised*
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	42	\$29,800.00	\$25,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$29,800.00	\$25,330.00	0.00
Totals	42	\$29,800.00	\$25,330.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$29,800.00
Market	100%	\$106,428.57

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$27,671.43
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,285.71
KTUD	1%	\$1,064.29
KVVU	20%	\$21,285.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,321.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	4	\$650.00	1	0.00	NM	4	\$2,600.00
WAKE W/WAGNR S2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4			\$650.00		0.00			

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	4	\$650.00	1	0.00	NM	4	\$2,600.00
WAKE W/WAGNR S2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4		\$650.00			0.00			
E 3	KSNV	09/26/12	09/28/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	4	\$850.00	1	0.00	NM	4	\$3,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4		\$850.00			0.00			
E 7	KSNV	09/26/12	09/28/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$325.00			0.00			
E 9	KSNV	09/26/12	09/28/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$325.00			0.00			
E 11	KSNV	09/26/12	09/28/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$425.00			0.00			
E 13	KSNV	09/26/12	09/28/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$425.00			0.00			
E 15	KSNV	09/26/12	09/28/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$325.00			0.00			
E 17	KSNV	09/26/12	09/28/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$450.00			0.00			
E 18	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			2		\$600.00			0.00			
E 21	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4		\$700.00			0.00			
E 22	KSNV	09/26/12	09/28/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	--WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4		\$1,000.00			0.00			
E 24	KSNV	09/26/12	09/28/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			4		\$1,000.00			0.00			
E 27	KSNV	09/26/12	09/28/12		CM	7-730pm	--WTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00

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M-F Wheel M-F Wheel of Fortune WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 2 \$1,000.00 0.00															
E 29	KSNV	09/26/12	09/28/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
11P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 4 \$1,100.00 0.00															
E 31	KSNV	09/26/12	09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 2 \$425.00 0.00															
													Totals	42	\$29,800.00